

INTERNATIONAL CONFERENCE GLOBAL INFORMATION & BUSINESS STRATEGIES

On

28TH – 29TH JANUARY, 2023

Internal Quality Assurance Cell of Gitarattan International Business School organized 13th International Conference in hybrid mode on the theme “Global Information and Business Strategies” on 28th & 29th January 2023.

Day 1

In the Inaugural session, Hon’ble Shekhar Dutt, Former Governor Chattisgarh, Former Dy NSA; Former Secretary Defense Government of India as Chief Guest. Prof. (Dr.) Ramesh C. Sharma, Director, Human Resource Development Centre & Associate Professor of Instructional Design at Ambedkar University Delhi & OER Ambassador for the OER Foundation was the “Guest of Honor”. They explained different gamut of business strategies stated VUCA World, Volatile-Uncertainty-Complex-Ambiguity, followed by Abstract proceeding release and opening of different session tracks.

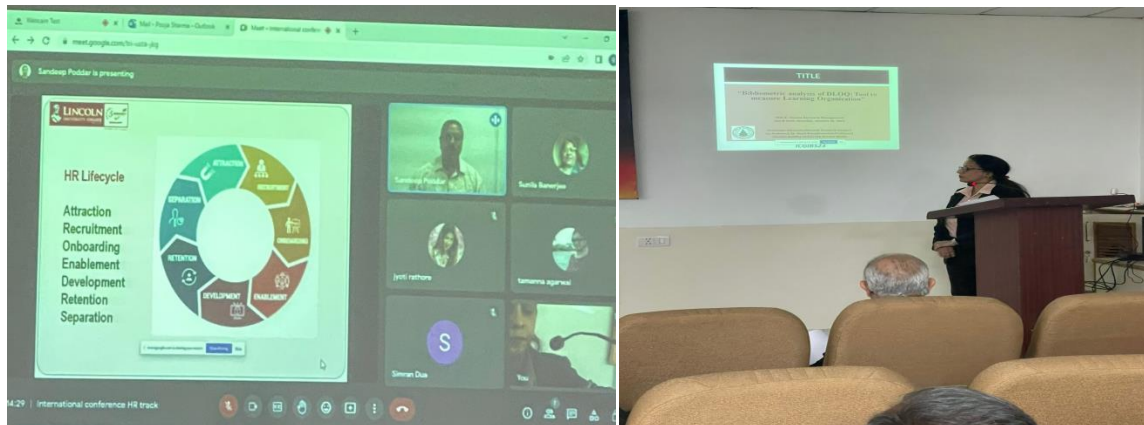


Management Panel Discussion



After the gala inauguration, a Panel Discussion was held. There were five panelists from different fields of Academia and Industrialist. Mr. Arvind, Professor and Dean, Atal Bihari Vajpayee School of Management and Entrepreneurship, Jawaharlal Nehru University, Delhi expressed his concern for Employability- and suggested revisiting the curriculum basis. Mr. Rajneesh, focused on a Knowledge-based Economy. Prof. (Dr.) Ramesh C. Sharma, Director, HRD Centre, Ambedkar University, Delhi, concludes in four points: - adapting to modern technology, investing in talent, building a solid presence, and caring research. Prof. (Dr.) C. S. Sharma, Dean Academics, Indian School of Business Finance & Ex. Prof. S.R.C.C. suggested for knowledge-based society. He suggested a combination of a Dominant Society and a struggle for dominance. Prof. (Dr.) Venkatraman, Professor, FMS, University of Delhi, talks about Nuclear Physics and Knowledge exploration. Thereafter, three Parallel tracks were started in different rooms.

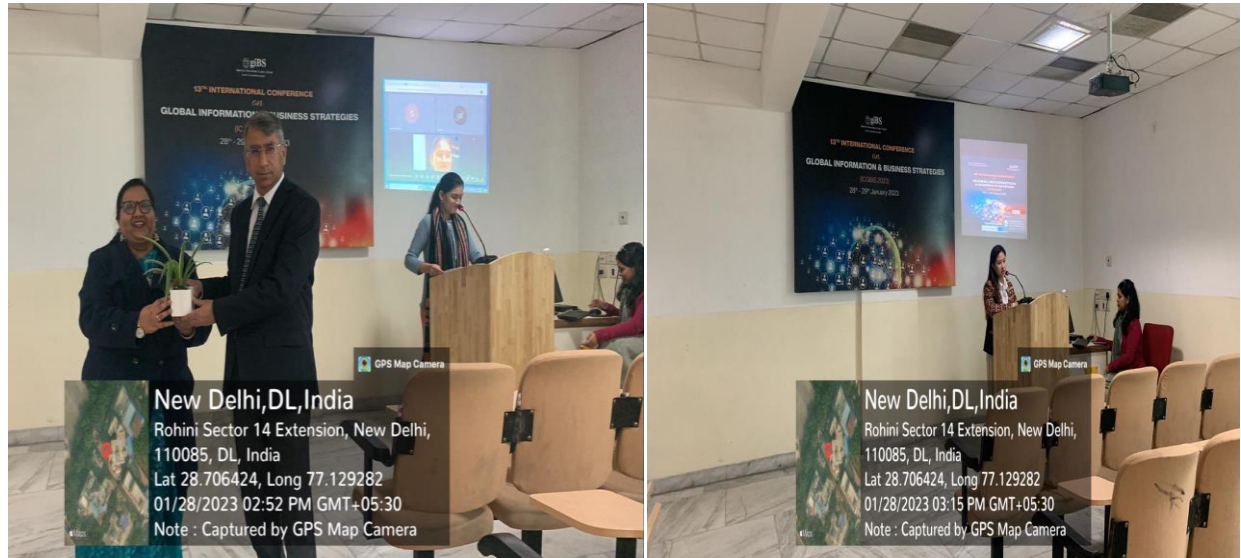
Human Resource Track



The session on Human Resource was held on 28th January 2023 and it started with the keynote address of Dr. Sandeep Poddar, Deputy Vice Chancellor (Research & Innovation), Lincoln University College. He talked about the “HR Lifecycle” and focused on the areas of talent retention coordinating with sustainable goals.

Further the session was chaired by Prof. (Dr.) Ramesh C. Sharma, Director, and Human Resource Development Centre & Associate Professor of Instructional Design at Ambedkar University Delhi & OER Ambassador for the OER Foundation who really took keen interest in each of the papers and provided valuable inputs to each of the online and offline presenters for their improvement in the research work. The research papers presented in HR track are from different parts of the country. The best award was given to Ms. Manisha Khanna, Dr. Neeti Rana, Research Scholar, Gautam Buddha University, Greater Noida, for the paper titled “Bibliometric analysis of DLOQ: Tool to measure Learning Organization”. The session was a huge success. The session was closed by a thank you note to the session coordinator of the event.

Marketing Track



In this Track, the keynote speaker of the track was ANAND S., Director, Postgraduate Studies, Research & Innovation Department College of Banking and Financial Studies, Muscat, Sultanate of Oman. The session chair was Prof. (Dr.) Irfan. A. Rizvi PhD, University of Delhi. In total 08 participants registered in the Marketing track. It was conducted in hybrid mode. Each participant was given 10 minutes to present the paper and thereafter followed by a discussion. The session was highly interactive. The session judge Prof. (Dr.) Irfan. A. Rizvi gave constructive feedback and encouraged the participants to explore areas of further development and research in their field. The best paper of the marketing track was awarded to Ms Marpi Zirdo, Rajiv Gandhi University & Dr. Shankar Thapa for the paper titled “A Study on Online Shopping Behavior among the Youths of Arunachal Pradesh”. The session ended with Dr. Anjali Gupta, Session Coordinator of GIBS (Gitarattan International Business School) giving the vote of thanks and acknowledging the challenging work of the presenters and session chair for their valuable support and guidance.

Finance Track



The keynote speaker of the track was Prof. Marwan Al-Akaidi Vice president of Research & Dean of the College of Computing & Information Technology in The American University in the Emirates (AUE). In total 09 participants registered in the finance track. Each participant was given 10 minutes to present the paper thereafter followed by a discussion. The session was highly interactive. The session chair Dr. Sankar Thappa gave constructive feedback and encouraged the participants to explore areas of further development and research in their field. The best paper of the Finance track was awarded to Ms. Sonia Peter, Research Scholar, Amity University, Dr. Dipti Ranjan & R.Srinivasan for the paper titled “Financial Innovation in Indian Mutual Fund Industry: A Biblio metric Analysis Approach”

Day 2: LAW Panelist Session



Our Law Panelist Guest Mr. Nipun Kaushik, Director-Operation & Partnership Eco Roots Foundation, has talked about Fundraising, and compliance in different Sectors which changing

the Legal Sector too. Professor Dr. Kanwal D.P. Singh, Legal Studies GGSIPU, stated that taking things forward, the money sector; Aatm Nirbhar Scheme during Covid times Migration, Corporate sector reliant on Indecent quality of grassroots work like in the Education Sector where lawyers, office bearers, coordinators have to make their work as a to boost up and follow the self-reliant trends in the sets of legal. Prof. Bharti, National Law University, is also stated about the Emerging Scenario in global society, merging of these two situations which prevail like corporate sectors, and NGOs, in terms of legal should be involved via legal drafting. Mr. Nipun Sir has also discussed the “Local to Global” where we generously work on spiritual practices, we have to adapt the modern situations Professor DP Kamal Singh also stated the Self-Reliant; Public Partnership towards CSE articles Science Environment, Compensation to take NGT, RTI, where we don’t have secured for like Pepsico, Coca Cola etc.

General Management



The session on General Management was held on 29 January 2023 and it started with the keynote address of Dr. Debesh Bhowmik, Research Professor, Lincoln University Malaysia. He talked about “Contemporary Research” and focused on the areas of research and practice that are active and utilizing modern techniques.

Further, the session was chaired by Dr. Sunita Bishnoi, Associate Professor at DAV Institute of Management, Faridabad who took a keen interest in each paper and provided valuable input to each online and offline presenter for their improvement in the research work. The research papers presented in general track are from various parts of the country. The best award was given to Dr. Tanvi Gupta, Assistant Professor, NDIM, Ms. Pratibha Singh, Assistant Professor, NDIM Dr. Mamta Rani, Associate Professor, GIBS for the paper titled “Mobile Phone Usage as A

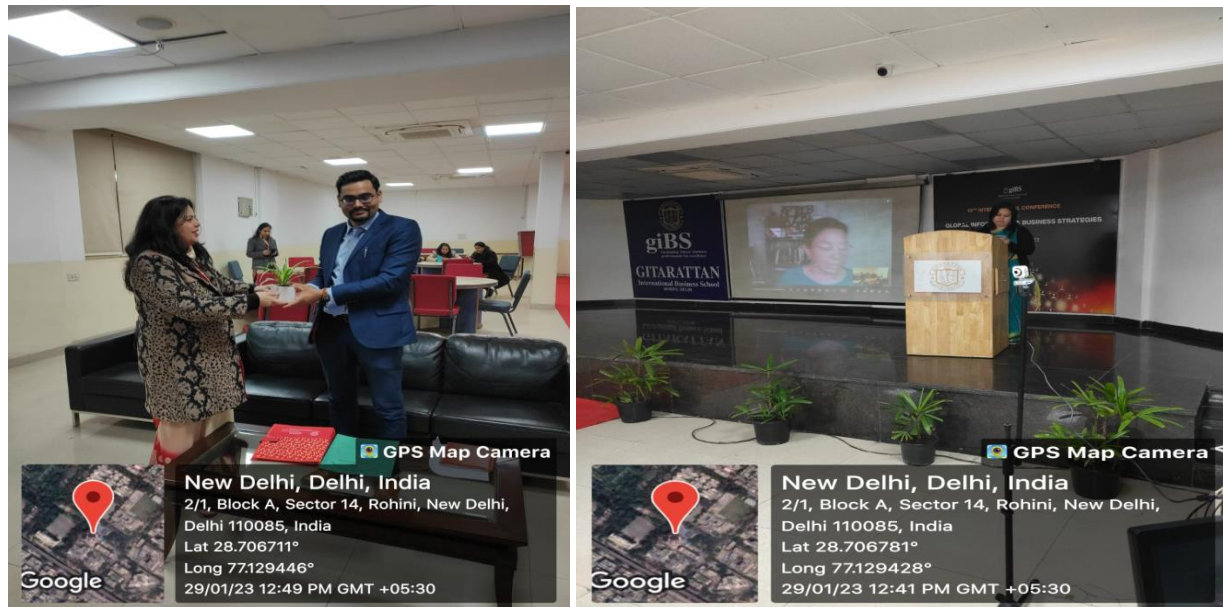
Precursor for Daytime Sleepiness in Generation-Z”. The session was an enormous success. The session was closed by a thank you note to the event coordinator.

International Business & Economics



The session on International Business was held on 29 January 2023 and it started with the keynote address of Dr. Rajan Sudesh Ratna, Deputy Head and Senior Economic Affairs Officer, United Nations ESCAP, South and Southwest Asia office. UNESCAP, he focused on the significance and relevance of the conference for research for civil society for changes in the society Also he mentioned that the research paper on EEC from Bangkok, is of high relevance. Further, the session was chaired by Professor Sanjiv Mittal, GGSIPU, who really took a keen interest in each of the papers and provided valuable inputs to each of the online and offline presenters for their improvement in the research work. The session provided diverse knowledge from diverse areas from people from all sectors i.e.; Multilaterals, Government, corporate and Academia. After each presentation, there was a Q&A session. The best award was given to Dr. Mohd. Faheem, Pridi Banomyong International College Thammasat University, Bangkok, Thailand paper titled “A Regional Geo economic Perspective of Thailand’s Eastern Economic Corridor (EEC).

LAW Track



Another Session 'Law Track' was chaired by our keynote Speaker Dr. Ana Penteadó, Honorary Adjunct Associate Professor at the University of Notre Dame, School of Law, Australia and the Session Chair Mr. Abhinav Kumar Mishra, Doctoral Fellow, United Nations mandated University for Peace, Costa Rica. In this session, 29 papers were received from different regions on various themes. Participants presented their views on their respective themes. It was an interactive session and questions were being asked from participants which they answered well. Dr. Shruti from V. M. Salgaocar College of Law, Miramar –Goa was awarded the best presenter award for her contribution to SPLINTERING THE SHACKLES OF SEDITION LAW. It was an enlightening and fruitful session for us.

Valedictory Session



Session was chaired by Dr. Sunita Bishnoi, Associate Professor in DAV Institute of Management, Faridabad Mr. Abhinav Kumar Mishra, Doctoral Fellow, United Nations mandated University for Peace, Costa Rica. The author/s of the best paper of each track was adjudged with appreciation certificate and cash prize. Conference ended with vote of thanks given by Prof. (Dr.) Vinay Maitri, Head Administration, GIBS.

Prepared By: Dr. Pooja Sharma, Associate Professor, GIBS

FLYER OF THE EVENT



TYPE OF EVENT	CONFERENCE
VENUE	GIBS, AUDITORIUM
TIME & DURATION	28-29 JANUARY 2023 9:00 A.M. – 5:00 P.M.
CONDUCTED BY	GIBS
ORGANISED FOR	Academicians, Policy Makers, Research Scholars, Practitioners, Government Officials
NAME OF THE COORDINATOR	Dr. SheetalChaddha& Mr. Shriyak Jain
ATTENDANCE	75+

RESOURCE PERSON

1. Prof (Dr.) Arving Kumar, professor & Dean, Atal Bihari Vajpayee School of Management & Entrepreneurship, JNU.
2. Prof. (Dr.) Ramesh C. Sharma, Director, HRD Centre, Ambedkar University, Delhi.
3. Dr. C.S. Sharma, Dean Academics Indian School of Business finance Ex. Prof S.R.C.C
4. Prof. Venkatraman, Professor, FMS, university of Delhi.
5. Anand S. , Director, PG Studies, Research & Innovation Department College of Banking & Financial Studies, Muscat, Sultanate of Oman.
6. Prof. (Dr.) Rizvi, IMI Qutub Enclave, Delhi.
7. Prof. Marwan-al-akidi, vice President Research & Dean College of Computing and IT, American University in UAE.
8. Dr. Sankar Thappa, rajiv Gandhi Central University, HOD Management.
9. Dr. Sandeep Poddar, Deputy Vice Chancellor (Research & Innovation), Lincoln University, College.
10. Dr. Bharti Professor, National Law University, New Delhi
11. Mr. Nipun Kaushik, Director-Operation & Partnership Eco Roots Foundation
12. Prof. (Dr.) Kanwal D.P. Singh, Professor, GGSIPU
13. Dr. Ana Penteadó, honorary Adjunct

	<p>Associate Professor at University of Notre Dame, School of Law, Australia</p> <p>14. Mr. Abhinav Kumar Mishra, Doctoral fellow, United Nations mandated University of Peace, Costa Rica</p> <p>15. Mr. Rajan Sudesh Ratna, UNESCAP</p> <p>16. Prof. Sanjiv Mittal, Professor, GGSIPU</p> <p>17. Dr. Devesh Bhowmik, Lincoln University Malaysia</p> <p>18. Dr. Mitu G. Mata, Founder & Co-creator, Statlysis</p>
<p>OBJECTIVES OF THE EVENT</p>	<ul style="list-style-type: none"> • To discuss the latest trends concerning topics • To exchange of knowledge • To know the future perspective to be explored
<p>LEARNING OUTCOME</p>	<ul style="list-style-type: none"> • Gain knowledge on present and future research areas • Experts' views on the theme